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**Transmittal Form
Amendment (19 pages)**

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TRANSMITTAL FORM (To be used for all correspondence after initial filing)	Application Number	09/575,845
	Filing Date	May 19, 2000
	First Named Inventor	Connie D. Myers
	Art Unit	3622
	Examiner Name	Jean D. Janvier
	Attorney Docket No.	680047.402

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement; Form PTO-1449 <input type="checkbox"/> Cited References <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts under 37 C.F.R. 1.52 or 1.53 <input type="checkbox"/> Response to Missing Parts/Incomplete Application	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Request for Corrected Filing Receipt <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation, Change of Correspondence Address <input type="checkbox"/> Declaration <input type="checkbox"/> Statement under 37 CFR 3.73(b) <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund	<input type="checkbox"/> CD(s), Number of CD(s) _____ <input type="checkbox"/> After Allowance Communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Return Receipt Postcard <input type="checkbox"/> Additional Enclosure(s) (please identify below): _____ _____ _____
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**RESPONSE UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE - EXAMINING GROUP 3620**

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October 29, 2004
Date

Angela S. Long
Angela S. Long

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers
Application No. : 09/575,845
Filed : May 19, 2000
For : METHOD AND SYSTEM FOR TRACKING CONSUMER
AWARENESS OF BRAND-NAMES (As Amended)

Examiner : Jean D. Janvier
Art Unit : 3622
Docket No. : 680047.402
Date : October 29, 2004

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**RESPONSE AMENDMENT UNDER 37 CFR 1.116
AND REQUEST FOR RECONSIDERATION**

Commissioner for Patents:

In response to the Office Action dated August 2, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.